Santa Clara County Ethnography

By John Pusateri

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Notes:

- Topics include:
  - Italians in Santa Clara Valley
  - Germans and German Americans in Santa Clara County
  - Portuguese in San Jose and Santa Clara County
  - Mexicans in San Jose
  - Swedish in Santa Clara County
  - Negros in Santa Clara County
  - The English in Santa Clara County
  - Scotch and Irish in Santa Clara County
  - Slavonians in Santa Clara County
- Original in possession of the Santa Clara County Archives, San Jose, California
- Scanned by the Santa Clara Historical and Genealogical Society
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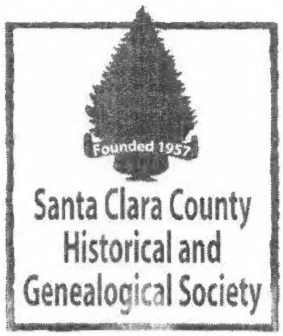

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ITALIANS IN SANTA CLARA VALLEY

There are 7883 foreign born Italians and 10,738 native born of Italian parentage in Santa Clara county. They are spread throughout the county and are engaged in every branch of agriculture, industry, and commerce. Art and music are very well represented, as well as contractors, engineers, architects, doctors, lawyers, and professors.

The majority of foreign born Italians have become citizens. Many are attending night schools. Their customs do not vary much from American customs. The two more or less blend as the stay here is prolonged. The American born have intermarried widely among other nationalities, chiefly among the Irish and the Germans.

Their willingness to work is manifested in every field: in the lumber camps, in construction works, and in mines. They excel as farmers. Seventy-five percent of truck gardening and horticulture is done by them. This fact has contributed greatly in making Santa Clara valley a garden spot of the world.

Some of the fruit and vegetable canneries founded by Italians are:

1. The California Packing Corporation, Plant #3, West San Carlos Street;
   Plant #4, 7th & Jackson Streets;
   Plant #34 (Vinegar), 8th & Jackson Streets;
   Plant #39 (Pickles), 7th & Jackson Streets.

This corporation, one of the largest canning industries in the world, was founded by Mr. J. Fontana. He started in San Francisco some time before 1890, and it was

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not until 1899 that he became interested in the California Fruit Canners Association, which had emerged from some twenty smaller canneries. In 1916 his dream materialized when this association merged with his and became the California Packing Corporation, with him as head.

Mr. T. B. Dawson, a native Iowan, son of a doctor, and the first man to start a small cannery in a backyard woodshed on The Alameda in 1871, was named general superintendent of the new combination by Mr. Fontana, a position he held until he retired in 1926.

Bisceglia Brothers Company, 1440 South First Street, San Jose, was founded in 1914 by Pasquale, Alphonse, and Bruno Bisceglia. It is a cannery that packs the choicest of fruits, and is now an internationally famous winery, which supplies the United States and many countries of the world with choice California wines.

San Jose Canning Company, 1193 Lick Street, San Jose, a vegetable cannery, founded March 1918 by Marco Rancadore, Ignatius Rancadore, and Mariano Lobue: This plant is the only cannery in the world that preserves broccoli successfully. Its chief canning vegetable is the Kentucky Wonder Pole Bean. Mr. Rancadore and Mr. Lobue are the owners of the largest Kentucky Wonder Pole Bean field in the world. This vast field is sixty-five acres and has approximately 300,000 props, meaning as many plants. Mr. J. C. Gordon, conductor of San Jose Commercial Photograph Studio, 97 South First Street, has in

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ITALIANS IN SANTA CLARA VALLEY
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his possession an enlarged photo of this field. It is five miles south of San Jose.

Other canneries in San Jose and Santa Clara county founded by Italians are:

Di Fiore Canning Company (fruit cannery), 1789 West San Carlos St.
Garden City Canning Company (fruit cannery), 8th & Taylor Sts.
Greco Canning Company (fruit cannery), Howard & Autumn Sts.
Felice & Perrelli Canning Company (fruit cannery), Gilroy

Of the many packers and shippers Bisceglia Brothers are the largest.

The Bank of America, formerly Bank of Italy, situated corner of First & Santa Clara streets, San Jose, was the first branch bank in the United States and perhaps the world. The first building erected in San Jose November 1909 was one block west of the present location. The main bank originated in San Francisco in 1904, and its founders were 99.9 percent Italian. The head was Mr. A. P. Giannini. He was born on the west side of North Market street in a building facing the present Hall of Justice in San Jose. This was in 1870. In his childhood, Mr. Giannini attended a little country school in Alviso, several miles north of San Jose. When 34 years old his genius for leadership began to show, and from it sprang the Bank of Italy. The bank gained great prominence on the Pacific Coast. Today the Bank of America ranks among the first

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in the world.

The San Jose branch of the Sons of Italy in America, whose members are exclusively Italians and Italo-Americans, with membership of half a million and largest order of its kind in America, was started July 28, 1929, by Mr. Carman Cotello, former teller of Bank of Italy. Its headquarters are at Italian Benevolence Hall. The main order was founded in New York in 1906 by Attorney John De Selvestro, now grand officer of the Supreme Lodge.

There are in Santa Clara county many other Italo-American clubs to foster citizenship. The ones which play some part in their activities are:

Columbus Benevolent Society, 129 North Market St., San Jose
Duchessa D'oosta, Auxiliary to Sons of Italy, 129 N.Market
Franco-Italian Lodge, Oddfellows Hall, San Jose
Italian Catholic Federation, Holy Cross Branch, San Jose
Italian Catholic Federation, Holy Family Branch, San Jose
Italian Benevolent Society, Benevolent Hall, 129 N.Market
Italo-American Club, Benevolent Hall, 129 North Market St.
Ordine Figlia D'Italia, Benevolent Hall, 129 N. Market St.

The Italian Legion, an organization of Italian ex-service men, was originated in San Jose at 39 North Market street May 4, 1932. Mr. Philip Molinari (founder) has the agency in San Jose for the Italian Daily News of San Francisco.

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ITALIANS IN SANTA CLARA VALLEY
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Dr. Turco, noted San Jose surgeon, and himself a former captain of the Italian Army, is president of this group. Their Legion Band, a group of twenty-five musicians, is composed of different nationalities. The drummer, Mr. Downey, is a former United States Army official. This organization was formed several years after the founding of the legion, with Mr. C. Baglione, conductor.

There are two Italian churches in San Jose:

Holy Cross Catholic Church, 560 Jackson Street, San Jose;
Minister, Reverend James Sorasio;

Holy Family Catholic Church, 93 South River Street, San Jose;
Minister, Reverend A. J. Roccati.

Italians and Italo-Americans attend various other churches, and many belong to the Loyal Order of Moose, Knights of Columbus, and Eagles. As a rule they are scattered throughout the entire county, though there are several sections in San Jose where they are more segregated, such as Cottage Grove in South San Jose, and the section from North 13th street upwards to North 17th street.

Italian hotels are:

Italian Hotel, 109 St. Augustine St., San Jose;
Costa Hotel, 119 North Market St., San Jose;
Turin Hotel, West & Augustine Sts., San Jose.

Pharmacies are:

Franks Drug Company, 2051 West San Carlos St.,
and another store of same name at -
503 West San Carlos St., San Jose;

Spartan Drug Company, 51 East Santa Clara St., San Jose;
San Jose Drug Company, 222 Willow Street, San Jose;

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ITALIANS IN SANTA CLARA VALLEY
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Artana Denegri Pharmacy, 27 East Santa Clara St.

This last is the largest drug company of Italian origin in the region. There are four other branch stores in other parts of the city. This company was started at 27 East Santa Clara street by D. M. Denegri, in 1914. In 1921, Artana, another druggist, merged with Denegri. From this combination sprang the present chain known in San Jose as the Artana-Denegri Drug Stores.

The Valley Auto Wreckers, largest wrecking establishment in the region, was founded February 1928 at the present location (866 South First street, San Jose) by two young Italo-Americans, B. Amori and A. Pampolone.

The Anderson Accordion Club, with membership of 350 piano-accordianists, trained under the Anderson System, was started in San Jose in 1928 at St. Claire Building, 321 South First street, by the Anderson Music Company. The first teacher was Mr. Louis Figone, accomplished piano-accordianist, who has broadcast over West Coast networks for the last several years. He is still teaching in San Jose, with an office at 367 South Second street. The Anderson Accordion Club is the largest organization of its kind in the world. The majority of players are Italo-Americans, with Louis Figone as teacher. The youngest player is five years old, and the oldest eighty.

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ITALIANS IN SANTA CLARA VALLEY
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The Italian school, 95 South River street, San Jose, was organized October 9, 1935, with Professor Aessani as teacher. A group of influential Italians, prominent in business affairs of the county, and all citizens, agreed to finance it for the purpose of keeping alive their hereditary language and culture. The school's avowed purpose is also to foster the study of Italian among native Americans, and to instruct Italo-American youth in American ideals and principles.

The Italians on the Pacific Coast own many fish canneries. The majority of California fishermen are Italians who range the seas from Alaska to Panama. They are faithful to their adopted country, ready to suffer and fight for her. More force is given this statement when we say that during the World war about ten percent of the total war casualties of the American Army were Italians. The first American soldier to die in the great war was an Italian (Giovanni Eopaulucci).

Among the adventurous forty-niners there were many Italians. Some of them are buried at the Mission Dolores cemetery, where one can read Italian inscriptions on the tombstones.

In 1678 an Italian (Father Eusebio Francesco Chini), pointing north from Mexico, surveyed and mapped Northern Mexico, Arizona, and part of California.

Father Giovanni Nobile founded the Santa Clara

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ITALIANS IN SANTA CLARA VALLEY
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University, Santa Clara, March 19, 1851.

Father Antonio Maraschi founded St. Mary's College in 1856.

CONSULTANTS:

San Jose Chamber of Commerce

Italians in California - by Fabrizio A. Montani, delegate of the Italian Red Cross, and Assistant Cashier of Bank of America, San Jose

Mr. John Boccardo, Assistant Manager, Bank of America, San Jose.

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GERMANSAND GERMAN-AMERICANS IN SANTA CLARA COUNTY

There are 1713 foreign-born Germans and 5139 native-born of foreign parentage in Santa Clara County. They a re well r epresented in lawyers, surveyors, botanists, musicians, contractors, officers, and public benefactors.

Dr. Knoche, of Miller street, San Jose, of German extraction, is one of the most celebrated botanists of the county, he having studied in Paris, Berlin, and Madrid. His property, in a class of its own, g rows many plant species of f oreign lands, and is a spot of unique interest a nd beauty.

Two sons of the county, of German parentage, who are famous beyond its confines, a re: Fred Doerr, Councilman, and William J. Emig, former County Sheriff.

The Germans and German-Americans are not congregated in any particular locality, but are, as a rule, scattered over the entire county.

Their societies in San Jose are: San Jose Germania Verein Society; headquarters at 261 North Second street, with Mr. W. G. Faulhaber, as president; Schweizer Trauen Verein. (This, of course, is of minor importance.)

The San Jose Verein was started in 1856, a nd was continued as a German Club until 1865, when the Germania was organized. The t wo were then consolidated and the Germania was instituted. The first president of the San Jose Verein was Louis Krumb, there being associated with him

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GERMANSAND GERMAN-AMERICANS IN SANTA CLARA COUNTY
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as members, Adolph Pfister, John Balbach, Louis Magenheimer, and others. On the formation of the Germania in 1865, Louis Krumb was elected president, and Dr. Echler, secretary. Today Mr. W. G. Faulhaber, owner of San Jose Printers, presides as president.

The first German class in Santa Clara County was originated and introduced at the San Jose State Teachers College, September 1924, by Mr. L. C. Newby. At the start there were only six students. Today over two hundred attend. Its object is to teach these students the German language in order that they may study science. Two years' study of German and French is required of those studying English Major. They also give a bachelor degree in German. The students are chiefly of Irish, French, and Italian extraction, and of American stock.

St. Mary's School (Second & Reed streets, San Jose) was opened in 1901. The church was founded and blessed in 1892, with Rev. Henry Busch as pastor, and Rev. Joseph P. Francis, assistant. There are seven sisters and one lay teacher.

The church, combined with the school, originally was intended for a German National Church, But, soon after its opening, the Germans and German-Americans began to attend other churches and institutions of the county. Today it receives many other nationalities; and the pupils attending

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GERMANS AND GERMAN-AMERICANS IN SANTA CLARA COUNTY
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its well-directed school are also of many nationalities.

Another personage of German extraction and widely known, having exerted quite an influence in the welfare of Santa Clara County, was, Mr. James Lick. His family name was Luk, and his ancestors German. He endowed Lick Observatory, atop Mt. Hamilton, situated southeast of San Jose. Today it is a world-famous institution, at one time having the largest telescope in the world. Mr. Lick also donated $25,000 to the Home of Benevolence, an orphan asylum. He was also founder of the Lick Flour Mills in 1855, at Agnew, several miles south of San Jose, and at one time the best of its kind on the Pacific Coast.

Mr. Lick was born at Fredericksburg, Pennsylvania, August 25, 1796; came to San Francisco in 1847, and died there October 1, 1876. He now lies buried in the foundation of the telescope he made possible atop Mt. Hamilton.

A concern, diligently operated by German-Americans in Santa Clara County, is Eberhard's Tannery at Santa Clara. It was originally the Santa Clara Tannery, founded by Mr. Henry Messing in 1848, and is prominently known, not only in California, but also in many large Islands of the Pacific, and the various states where its quality products find a market. Interesting as the oldest concern in operation continuously in Santa Clara County since that date, it also has

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the distinction of being the oldest tannery on the Pacific Coast. The roof and part of the building is of the original. The office, with 18-inch walls, is adobe, and is also the original. The site occupies one and one-half block, and covers about seven acres. The plant covers three of these. The company was incorporated in February 1892, when it came into the hands of the Eberhards (natives of Kehl, Germany), with Mr. Jacob Eberhard as president.

The hides for the Eberhard Tannery are purchased in South America and the Hawaiian Islands; their sheep skins from South Africa.

The German and German-Americans in the county have widely intermarried, as a rule, chiefly among the English and the Irish.

CONSULTANTS:

Mr. Faulhaber, president of Germania Society
Rev. Joseph P. Francis, assistant pastor of St. Mary's Church
Mr. Eberhard, owner of Eberhard Tanning Company, Santa Clara
Mrs. W. Emig, San Jose Chamber of Commerce

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PORTUGUESE IN SAN JOSE AND SANTA CLARA COUNTY

There are 2042 foreign born Portuguese and 4028 native born of foreign parentage in Santa Clara County. Their greatest concentration in the county is at East San Jose, Santa Clara, and Milpitas. They are chiefly engaged in farming and dairying.

The largest dairy in the county (American Dairy) is owned by Portuguese. M. T. Azevedo, proprietor, founded it in 1910.

The Sun Ray Dairy, founded in 1925 by Alvernez, is located at Los Gatos. Cabeca Brothers Dairy, Gish Road, San Jose, was organized in 1920 by the Cabeca Brothers (also Portuguese).

The Portuguese in the county are also represented among the attorneys, doctors and dentists.

In San Jose the Portuguese have four lodges:

Progressive Voters League

Castles of Romance

I.D.E.S and the U.P.E.C. Council

The Progressive Voters League is the largest, and is the one that plays a leading role in their lives and activities. Anthony Spangler of Milpitas is the president of this lodge.

As a rule, many of the Portuguese attend their own Church of Five Wounds on East Santa Clara street.

One of the outstanding features of their activities

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in the county is their Celebration of the Holy Ghost, when many thousands of their countrymen flock into the Valley to witness the impressive ceremonies. This event starts long before the month of May, when a young queen is selected - (the prettiest girl of the colony) from the many that vie for the title. The queen as a rule is about fifteen years old. Then come days of careful selecting and preparing the wardrobe for the time when she will be led, as a satellite, to the head of the parade. This comes on the first Sunday in May, after a fireworks' display Saturday night.

The Portuguese give all manner of donations, besides money, such as cows, pigs, chickens, fruit and vegetables, which are later auctioned, the proceeds going to the destitute and distressed.

On Sunday morning Mass is said at church. Then the queen, dressed in her regalia, followed by many little flower girls, also gaily attired, is paraded away from her home, followed by lodge members and their bands. After circling part of the town, they go to the church and disband for a great barbecue, given at their hall, where food is served free. After this treat, the auction commences; then dancing, and many other forms of amusement.

The ceremony is repeated every Saturday and Sunday of May and June, and is identical, except that it is held at different points or townships, where a new queen is selected;

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and, each time, all the Portuguese flock to that particular place.

The idea of celebrating in honor of the Holy Ghost first originated in Portugal, and was started in Santa Clara County, in Santa Clara, forty years ago, when the mother of the present attorney Edward M. Fellows of San Jose, then a beautiful girl of fifteen, was selected as first queen.

In San Jose the Portuguese also celebrate in honor of St. Anthony. This is from September 3 to 6, and is held at the Church of Five Wounds, Portuguese Church, East Santa Clara street.

CONSULTANTS:

San Jose Chamber of Commerce

Attorney Edward M. Fellows

Anthony T. Spangler, president, Portuguese Society

Frank J. Lazarus, teller, Bank of America

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Mexicans in San Jose

Mexicans in San Jose are mostly segregated in Almaden street, though some are scattered about the city and county. Their business section is in North Market street, between Santa Clara and St. Augustine streets. They have no school or churches of their own; nor are they well represented in politics, doctors, or lawyers.

El Povenir, 67 North Market Street, San Jose, is the only Mexican Music agency in San Jose. Rafael de la Rosa, proprietor, sells musical instruments, and has the agency for a Mexican weekly newspaper (" El Vacilon"), published by Isidro Fornes, 617 West Commerce Street, San Antonio, Texas. He also has the agency for one of the largest Mexican daily newspapers on the Coast ("La Opinion"), published by Ignacio E. Lozano, 203 North Los Angeles Street, Los Angeles. El Povenir also carries Mexican literature in the way of small books and magazines. The largest of these is the Magazine El Todo, a fifteen cents book featuring pictures and news of the world over.

The Sociedad Mexicana (Mexican Society) was organized in Santa Clara County April 25, 1892, with Vicente Padilla, president, and Carlos Gallardo, vice-president. Today they meet at 67 North Market Street, with Jessie Rodriguez as president, and Rafael de la Rosa, secretary. It is a mutual benefit society.

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Mexicans in San Jose
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La Mexicana, 40 North Market Street, is a tortillas factory, and the only one of its kind, making real Mexican tortillas with Indian corn, between San Francisco and Salinas. This establishment, conducted by the Villa Senor Brothers, has been open only six months, having been put into operation November 1935. This house also carries Mexican pottery and cooking utensils, made of burnt clay, from Guadalajara, Mexico. It also handles stone bowls, with little stone pestles, used in grinding grain into flour. La Mexicana is the only store in San Jose carrying such Mexican articles.

Many Mexicans begin migrating into Santa Clara County from the south about the early part of March, close to spinach and pea-picking time. They are hired extensively by the ranchers for this kind of work. As a rule these Mexicans have their entire family with them, - wife, children, and relatives. They camp on the ranch hat has hired them. After this particular work is over they gather up their few belongings and move on, returning once more to the Valley when fruit begins to ripen. They are not hired as cherry pickers, because due to careful placing of ladders among the branches of the trees, the way of plucking and handling the cherry, experienced workers are required, men with years of picking experience. Thus it is about August when their migrations become heaviest, - the month when the prunes ripen.

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Mexicans in San Jose
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They are widely used for picking this fruit. Sometime an agreement between rancher and picker is made whereby the workers are paid so much for each ton they pick. The prunes drop to the ground when ripe, and are often purposely shaken off the trees. This fact makes it very simple even for small children to do their share of the prune picking.

The Mexicans, as a rule, cling to their old customs, speaking almost exclusively their own tongue. They do not mix with other races, marrying only within their clan and nationality.

In Santa Clara County live 188 foreign born White Mexicans and 477 native born of foreign parentage.

CONSULTANTS:

Frank Batista, El Povenir

Villa Senor Brothers, El Mexicana

Chamber of Commerce, San Jose

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"Swedish in Santa Clara County"

There are approximately 1050 foreign born Swedes and 1655 native born of Swedish parentage in Santa Clara County. They are spread throughout the county and are engaged in various branches of agriculture and commerce. Their immigration to the Valley began about 1885. Their reason for coming was chiefly the agriculture possibilities of the land. Today they do not own very large ranches, but the ones operated by them, they own. They are very skilled in horticulture.

Mr. A. Wretman, secretary of the San Jose Druids Lodge, is the only Swedish attorney in San Jose. His office is in the First National Bank Building, San Jose. J. E. Gustafson, also Swedish, is the president. The Swedish group of the Druids were chiefly responsible for the founding of the Druids Building, corner of San Carlos and South Market streets. They took the initiative and became the biggest investors. This was in 1922.

C. N. Johnson of Johnson and Temple, Real Estate, and Building and Loan Company, in business in San Jose for over forty years, is of the old Swedish pioneers.

In conjunction with the Norwegians, the Swedish people of the county every year celebrate "Mid-Summer Day", a Swedish national occasion, feteing the twilight days of the Scandinavian Northlands, when the sun, during the longest days of the year, shines night and day for a certain

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length of time. At this event, which takes place about June 24 or 25 of each year, patriotic speeches are made, food and refreshments are served, and a gala time is had by all. This celebration takes place at favored localities, and was first originated on the Pacific Coast in San Francisco by early Swedish pioneers about fifty years ago.

The Svea Lodge #348, Vasa Order of A.M., is the only Swedish society in San Jose, founded here twenty-two years ago. They meet at the Druids Hall. Mrs. Emma Nelson, 344 Delmas Ave., is secretary.

In 1934 H. H. Allin organized the Scandinavian Singing Society, at the Druids Hall, a group of Swedish and Norwegian singers, that occasionally entertain with songs and folk-lore of their home-land.

The Swedish people have three churches in San Jose: Immanuel Swedish Lutheran Church, 345 South Market Street, with Rev. C. J. Rosequist, 1132 North First Street, as minister; Mission Covenant, 136 West San Carlos Street, with Rev. C. H. Peterson, 278 Rhodes Court, as minister. (This church was formerly the Swedish Evangelical Mission.); Swedish Baptist Church, 92 East San Antonio Street, Rev. Axel Carlson, 1176 Magnolia Street, minister.

The Swedish Lutheran Church is the largest and the most prominent of the three. It was founded in 1884 by Dr. J. Telleen, coast missionary and pastor of the San Francisco Ebenezer Swedish Mother Church of California.

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"Swedish in Santa Clara County"

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Rev. C. J. Rosenquist has been minister of this church for six and one-half years and, up until 1933, the services were exclusively Swedish. Today they are said in English, and many other nationalities attend these services. The church belongs to the "Augustana Synod of North America".

The Swedish people in the Santa Clara Valley as a rule intermarry into other Scandinavian people, but are not very clannish. Some are attending night schools. Their customs do not differ from the American customs, and their discourse is chiefly English.

CONSULTANTS:

Attorney Wrotman, First National Bank Building

Rev. C. J. Rosenquist, 1132 North First Street

Miss Miller, First National Bank Building

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May 6, 1936

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NEGROES IN SANTA CLARA COUNTY

There are 254 Negroes in San Jose and 536 in Santa Clara County. The men are chiefly occupied in shoe-shine stands, a s janitors, elevator operators, with several mechanics and chauffeurs. The women are mostly cannery workers and servants.

San Jose has no Negro attorneys, doctors, dentists, or business men. They do very little agricultural work. They marry among their race, and speak exclusively English. They follow American customs, and attend local schools.

Most of the Negroes in Santa Clara County are originally from the states of Oregon and Washington. A very few are from the southern states, who came here for the privileges denied Negroes below the Mason and Dixon line.

There is a small colony of Negroes on North Seventh street, between Julian and Washington streets. There is also a small colony of them at the extreme east end of Keyes street, San Jose.

The Negroes of San Jose have no churches of their own, but attend various places of worship. Father Devine's Mission, first founded in San Jose in July 1934 at the corner of East San Salvador and Sixth streets, but now situated at 258 South Second street (since February 6, 1935), is one of the missions they widely attend. It is under the supervision of Mrs. Rumble and her staff of six people. She is white, but is a staunch Father Devine disciple. At this "Mission of Peace" many of the Negroes

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NEGROES IN SANTA CLARA COUNTY
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assemble on Sundays (their weekly meeting), where, at the end of each service, fifteen-cent dinners are served.

A publication, giving all addresses and speeches of Father Devine, is widely read by these Negroes. This magazine contains thirty sheets; was started in Los Angeles by a white man who was supposed to have been miraculously healed of an incurable disease after becoming a Father Devine disciple. This was in October 1934. Since then this publication has become a national and international mouth-piece of Father Devine mission.

The Negroes in San Jose have two societies that foster them as a unit:

Santa Clara County Civic League of Negro Voters

California Progressive League, with W. P. Vance, 246 North Seventh street, president.

CONSULTANTS:

Dr. Nellie Dee Richards, 282 - 3rd street

Mrs. Rumble, Father Devine Mission, 258 South 2nd street

Mrs. Vance, 246 North Seventh street.

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THE ENGLISH IN SANTA CLARA COUNTY

There are 1846 foreign born English and 3705 native born of English parentage in Santa Clara County. They live in all parts of the county; are not segregated in any particular locality. They are engaged in industry, commerce, and are well represented among teachers and doctors.

The majority of foreign born English have become American citizens. They follow American customs and, though marrying widely among the Scotch, they intermarry with other nationalities.

The English excel as business men. Many are executives in leading banks of the county, in real estate offices, and are well represented in branches of administration. Their ingenuity for leadership has widely influenced the promotion of county conditions and prosperity. San Jose's two daily newspapers, - the San Jose Mercury Herald, and the San Jose Evening News, were originally founded by persons of English extraction. These two papers have been the county's chief mouthpieces, moulding the political and civil life of Santa Clara County.

In 1901, E. A. and J. G. Hayes, brothers of English descent, bought the Morning Mercury from the creditors of Charles M. Shortridge. August 8, 1903 they purchased the controlling interest of the Herald from Alfred Holman. About 1904 these two early newspapers were combined into one, called

the "San Jose Mercury Herald". Since then it has developed into the largest and leading newspaper of Santa Clara County. The present office, 30 West Santa Clara street, San Jose, has been its headquarters since May 1, 1928. Mr. J. O. Heyes is still the head.

The San Jose Evening News was founded by Hugh A. De Lacy (English) Monday, July 23, 1883, at 328 Santa Clara street, San Jose. Mr. C. Logan of English extraction took it over May 2, 1927, his first office being at 80 South Second street, San Jose. The present office of the Evening News is at 64 West San Antonio street, San Jose.

The Sherman and Clay Music Corporation, founded by two Englishmen, L. Sherman and P. T. Clay, in a San Francisco side-street, about 1860, has become the largest company of its kind on the Pacific Coast, having large branches in the states of Oregon and Washington. A branch began operating in San Jose in 1906, and has grown to be the largest music store in the county, supplying the best in music and musical instruments. It employs all San Jose people, and its present address is 273 South First street.

There are in Santa Clara County two English lodges: Sons of St. George, Victory Lodge #287, Daughters of St. George, Empire Lodge. Both are in San Jose. They have no societies in Morgan Hill or Gilroy.

The Sons of St. George Victory Lodge was developed in about 1891 from an old Almaden branch, named for the many

Englishmen that were working in the Almaden mines of that time. Today it has forty-two members, and they meet at the Druids Hall, corner of Market and San Carlos streets. The members are exclusively people of the British Empire, or descendents whose ancestors came from the Empire, be it on their father's or mother's side. Those arriving here have to become naturalized American citizens before they can become eligible for membership into the lodge.

This lodge's greatest celebration takes place when the San Francisco lodges, the "Burnaby" and the "Pickwick" invite its members to come and watch their soccer team battling for honors against other contestants. These games are mostly played against the soccer teams of visiting British naval vessels. The Burnaby and the Pickwick Sons of St. George team is composed of English and Scotch players, - exclusively members of the lodges, - and is reputedly the best on the Pacific Coast.

The San Jose lodge has a night baseball team: "Sons of St. George Ball Club", organized in May 1935. Alma Thorpe is manager. All the players are lodge members. Last year (1935) at the end of the playing season, this team held second honors.

Mr. S. H. Jarvis, Durling and Baker, North Market street, San Jose, is president of the Sons of St. George Victory Lodge. He has been a member for seven years; has held this position since December 1935, and will hold it until date

of expiration, which will be in the month of May, the term of presidency being six months. Mr. Jarvis was born in London, and has been in America twenty-five years.

Mr. Charlie Tonkin, in the lodge for forty-five years, and active to the last, passed away the latter part of February 1936. He was one of the first members.

The Daughters of St. George Empire Lodge, with Mrs. Nancy Storr, 386 North 11th street, president, was founded in 1928, with Mrs. Lizzie Carliver as first president. Their first meeting took place at Hale's Hall, over the present Kress store, 170 South First street, San Jose. Later they met in Costa Hall. They now meet at Odd Fellows Hall, between Second and Third on Santa Clara street, every first and third Tuesdays of each month, and their membership reaches sixty.

The Daughters of St. George Empire Lodge every year celebrate St. George's Day by attending the Trinity Episcopal Church, 81 North 2nd street. Rev. Mark Rifenbark, 176 South 14th street, is minister.

This club has a sewing circle composed of forty members, all English or descendents of British subjects. They meet on alternative Thursdays at each member's home in alphabetical order.

Palo Alto has the Sons of St. George Lodge of Palo Alto, and was originally another Almaden branch.

San Mateo has the "Tralfalgar Sons of St. George Lodge", named

after the famous naval battle fought October 21, 1805, off the Cape of Trafalgar, at the northeast entrance of the Strait of Gibraltar, in which Admiral Nelson lost his life after defeating the combined French and Spanish fleets under command of Villeneuve and Gravina.

The Supreme American Order, Sons of St. George Lodge, was founded in 1873, in Scranton, Pennsylvania. The Grand Lodge, with headquarters in the East, is above the Sons of St. George lodges, and the Supreme Lodge is above the Grand Lodge.

CONSULTANTS:

San Jose Chamber of Commerce

Mr. O. Logan Payne, Publisher, Evening News

Mr. J. C. Hayes, Publisher, Mercury Herald

Mrs. Montgomery, Sherman and Clay

Mr. Jervis, president Sons of St. George Lodge

Mrs. Nancy Storr, president Daughters of St. George

Federal Writers' Projects
District 9
John Pusateri

May 19, 1936

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ETHNOGRAPHY - CLASS III-B

SCOTCH AND IRISH IN SANTA CLARA COUNTY

There are approximately 650 foreign born Irish and 2544 native born of Irish parentage in Santa Clara County. They are spread throughout the county, and are engaged in various branches of work. They are willing workers, self-reliant, and have done their share in promoting the economic and social welfare of the county.

The majority of foreign born Irish have become citizens. Their customs do not vary from American customs. The American born Irish have intermarried widely among other nationalities, chiefly among people of English, German, and Italian extraction. The Irish are not a very clannish people; have no particular locality where they are segregated.

The Irish in San Jose have one large society, - the Hibernians, a branch of the Ancient Order of Hibernians, originally started in Ireland about sixty years ago. The members of this lodge meet twice a month (first and third Mondays). There are one hundred and seventy-five members, who meet in the Slavonian Hall, North Third street, San Jose.

This lodge is a branch of the national order, with headquarters in the East, and was at a time one of two minor unimportant Irish societies. These two were combined fifteen years ago, creating the present society. The present president is David Noonan, and the term of presidency is one year.

The Irish observe St. Patrick's Day (March 17) with imposing ceremonies. It is a day to commemorate the

ETHNOGRAPHY - CLASS III-B
SCOTCH AND IRISH IN SANTA CLARA COUNTY
(Continued)

patron saint of Ireland (St. Patrick) for his work in ridding the country of venomous snakes. This celebration takes place at St. Patrick's Church (Irish) at 395 East Santa Clara street, with Rev. E. J. Maher officiating. In other communities, of course, the occasion is observed at division churches.

The majority of Irish wear the shamrock on this day, the national emblem of Ireland. That night the celebration culminates with a banquet at the St. Claire Hotel, corner of Market and San Carlos streets, San Jose. The motif of the banquet is green. Green table cloths are s pread over the tables, g reen frosting is spread over cakes, green jello is served, and green candles are lit. The guests wear the green costume of Ireland.

Several years ago the lodge used to turn out in all its splendor by parading in the streets, but today their celebration is limited to the description above.

The Irish make very good civil servants. They are well represented by police and officers. There are 10 in the San Jose City Police Force, and 6 deputies in the Sheriff's County Force. The sheriff of Santa Clara County, Mr. George Lyle, is part Irish.

An Irishman, Major Alfred Wells, sent out from London by Balington Booth, commander-in-chief of the Salvation Army, an international organization having no national boundaries, founded the Salvation Army's first branch on the Pacific Coast. This was in San Francisco fifty-three years ago. Under

his direction this branch developed into a large, well disciplined organization, playing its part in present times, giving to the needy and helping the destitute. Today in San Jose there are the Social Service Department, and the Salvation Army Corps Spiritual Department. The social department was founded here twenty-five years ago, and today is under the supervision of Adjutant O. P. Strickland. It is situated at 575 South First street. The spiritual department was the first founded - fifty years ago, and is under the leadership of Captain Kelso, at 275 West San Fernando street.

Many Irish also attend the Sacred Heart Catholic Church, 325 Willow street, with Father E. T. McAllister, Reverend, and St. Joseph's Catholic Church, 90 South Market street, with J. C. Grisez as Reverend.

There are approximately 411 foreign born Scotch and 934 native born of Scotch parentage in Santa Clara County. They live in every part of the county, and are not segregated in any one locality. Their work embraces many branches, chiefly horticulture, in which they rank among the best. Their customs are like American customs. The foreign born have become American citizens. The native born have intermarried to some extent, and the accent of

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SCOTCH AND IRISH IN SANTA CLARA COUNTY
(Continued)

the mother tongue has practically disappeared.

The Scotch have one society in San Jose: Bonnie Doon Lodge #209, Daughters of Scotia, with Mrs. Annie J. Wilson, 255 North 15th street, as Chief Daughter. This society was formed several years ago, with only women as members. Many of the men belong to the English lodge (Sons of St. George).

The Scottish Rite Temple, corner of North Third and St. James streets, San Jose, is one of the most beautiful buildings in the county. It was built in 1924, and was dedicated in January to the Scottish Rite Bodies. Its cost in erection exceeded three hundred thousand dollars. It has marble steps and marble flooring. Mr. Ernest Rankin, Scotch, is head secretary. The president is Doctor E. A. Abbott, with Judge William S. James as past president. The term of presidency is one year. Many Scotch are members of this powerful organization.

The Scotch attend practically the same churches the English do. These are Westminster Presbyterian Church, 1349 The Alameda, with Rev. Hugh Jones as minister, and the First Presbyterian Church, 60 North Third street, San Jose, with Rev. A. H. Saunders as minister.

The Scotch are well represented in doctors and attorneys. Mr. Louis Oneal is one of the outstanding attorneys of the county. He is of Scotch-Irish extraction, with a political and social influence spreading beyond the county

ETHNOGRAPHY - CLASS III-B
SCOTCH AND IRISH IN SANTA CLARA COUNTY
(Continued)

boundaries. He is a lover of horses, having bred upon his ranch above Los Altos some of the finest horses in the county. Today he has 37 stallions. In the development of this breeding farm Mr. Oneal has bought some of the finest horses money can buy. These with ones he has raised locally has given him a prize assortment. His Kentucky stallion Ivanhoe, and the Virginian, are jet black horses, and are Mr. Oneal's best. Ivanhoe was sired by "Lime-Stone McDonald"; the Virginian out of "Waverland's Choice". The purpose of this farm is to breed and raise the best type of stallion that produce the finest grade of stock and saddle horses. They are only used in special exhibition classes.

Mr. Louis Oneal has practiced law in San Jose for 41 years. His present office is on the 3rd floor of the First National Bank Building, corner of First and Santa Clara streets, San Jose.

The Scotch in Santa Clara County are noted for their conservativeness, and their ingenuity in dealing with financial problems.

CONSULTANTS:

Sheriff George Lyle of Santa Clara County

Attorney Louis Oneal

San Jose Chamber of Commerce

American Guide
District no. 9
John Pusateri

6-19-36

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"SLAVONIANS IN SANTA CLARA COUNTY"

There are approximately 3000 foreign born Slavonians and 7000native born of Slavonian parentage in Santa Clara County. They are spread throughout the county and are engaged in farming and restaurant work. Ninety per cent are in agriculture, are hard working people and very successful, and have adapted themselves to local farming conditions very readily. This has been partly due to the fact that feudal systems and lack of space in their own countries prevented them from having their own land. Today eighty per cent of those that arrived here own their own farms.

The foreign born Slavonians adopt American customs easily, and upon arrival here, as a rule, become American citizens. They do not intermarry, excepting the American born, who chiefly marry among the young Italian Americans.

The Slavonians have a tendency to be more Latin at heart and temperament than Italians. Ninety per cent are Catholics, and seventy per cent of these are Roman Catholics, the other Greek Catholics. The other five per cent are non-Catholics. They have no schools or churches of their own. They attend Sacred Heart Catholic Church, 325 Willow Street, San Jose, with Reverend E. T. McAllister, 325 Willow Street, as minister, and St. Joseph's Catholic Church, 90 Market Street, with Reverend J. C. Grisez, minister. Their baptism and marriage cermonies take place at these two churches, their graduations at Notre Dame High School, South Second Street.

The Slavonians are mostly segregated on the west side of the valley. Fremont, Sunnyvale, Cupertino and Mt. View. They speak the Slavonian language among themselves, and English to people of other nationalities.

In San Jose they are well represented in attorneys, there being Attorney Andrew Scorsur, Grant Building, Kenneth Malovoz, Gerald S. Chargin and Victor A. Chargin, brother, First National Building, who have been practicing law for six years. Miss Frances E. Chargin, Bank of America Building, is a cousin of the Chargin attorney brothers, and is the only woman practicing law in Santa Clara County.

The Slavonians first invaded the Mother Lode Country in the early 90's, going into the gold mines to work. But upon learning of the Santa Clara County, with its wonderful agricultural possibilities, the tide turned with the result that today the Slavonians are a moral and economic factor in the existence of Santa Clara County. They strongly believe in representation, and at election time vote for candidates whom they think would give the Slavonians their due as citizens of the county. The result of this strong belief is the "Slavonic Alliance of California", a strong, semi-political, state-wide organization created in San Francisco in 1926, of nothing but Slavonian Societies. It is not benevolent, but social and fraternal. There are about eight

"SLAVONIANS IN SANTA CLARA COUNTY"
(Continued)

Slavonian societies in Santa Clara alone that belong to this powerful league. The largest and most influential is the Slavonian-American Benevolent Society, with membership of 350, with N. L. Lusich president. This society was founded in San Jose, April 4, 1894, with fifteen charter members, of which four are still living today. These are: A. P. Le Pesh, J. H. Chargin, father of Attorney Chargin, Steve Zaro and George Militach, all from San Jose. The main purpose of this society is, social, fraternal, sick and death benefits. They meet at the Slavonian Hall twice a month, every second and fourth Friday of the month, at 53 North Third Street. This building was made possible by stock holders known as the Hall Association Corporation. The term of presidency is one year.

There is the Croatian Society, an insurance and benevolent society, members, 150, having chapters throughout the United States. Membership, however, is limited to Croations only. The local chapter was founded in San Jose in 1915, but the mother lodge was founded in the East in 1861. They meet every third Thursday of the month at the Slavonian Hall. A. M. Millich is president.

There is also the Serbian Society of Saratoga with membership of 100, and the Slavonian Society of Mt. View, better known as Mt. View Glumac Club, with membership of 100.

The Napredak Club of Cupertino was organized in January 1927, has a membership of 200, all Jugoslavians, and is not a benevolent society, but purely a social one. The president is Peter Tikvica. This society in 1927 bought an old school house in Cupertino for their hall. Members eventually bought stock, with the result that in 1935 remodeling began on the structure. By May, 1936 a $30,000 building was completed, having two large meeting halls, a beautiful dancing pavillion, capable of holding 500 couples at one time, an elaborate plunge, refreshment booths, place for bocchi games, large barbecue pits, a beautiful park with parking facilities, and tables to accommodate 2000 people. This park has the largest picnic grounds in the county.

Each year from May 1st to October 1st picnics are held there by Slavonians of the Santa Clara County and the Bay area.

The progressive Slavonian-American Voters league, and the Austrian Benevolent Society are two other clubs founded in San Jose. The Austrian Club, with membership of 300, was organized in 1900. They meet at the old Knights of Pythias Hall on South Second street. It is a social and Fraternal society.

The Jugoslavs are very provincial people. Off the Dalmation shores in the Adriatic Sea, there is a small Island known as the Island of Brac. In Santa Clara County there are

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"SLAVONIANS IN SANTA CLARA COUNTY"
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several hundred who hail from this island, and they have formed a society called Jugoslav Society Brac. Organized in 1928, with J. H. Chargin as president. It has 100 members, who are exclusively people from this islet. They believe themselves superior to the Slavonians that come from the interior and mountainous country. The fact that the island is near Italy has, permeated them with a strong Italian influence.

The Slavonic Alliance of California has a total of 64 Slavic Societies in the state, with 11 districts. The Santa Clara district is No. 6. There are approximately 90, 000 Slavonians in the State of California.

Consultants: Attorney Gerald Stephen Chargin, San Jose Chamber of Commerce.